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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of :

Takenosuke HARADA et al

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Serial No. 09/928,236

:Group Art Unit: 2611

Filed: 08/13/2001

:Examiner not yet assigned

For: BROADCASTING SYSTEM AND AN INFORMATION BROADCAST  
RECEIVING TERMINAL APPARATUS USED THEREIN

**PRELIMINARY AMENDMENT**

Assistant Commissioner for Patents  
Washington, D. C. 20231

Sir:

Preliminary to the examination of the above-identified application, please amend the  
application as hereinafter specified.

**IN THE SPECIFICATION**

Please rewrite the specification as follows.

***Clean Copy Of Rewritten Paragraphs***

Please rewrite the paragraph beginning at page 23, line 14, as follows:

The service additional information 3 relating to a relevant broadcast stored in the  
storage 4 is picked up and read out from the storage 4 when necessary, and overlaid and  
displayed, or blended with a background and displayed, on a screen of a display unit 7.  
Reference numeral 8 in FIG. 1 denotes an automatically displaying process stage of "the

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service additional information” while a golf relay program is broadcasted, where the user can refer to a present score of an appearing player by operating a remote controller, display an analytic video of a swing of the player, or display detailed information of a golf club used in the game, independently from the program being now broadcasted.

***Marked Copy Of Rewritten Paragraphs***

The paragraph beginning at page 23, line 14

The service additional information 3 relating to a relevant broadcast stored in the storage 4 is picked up and read out from the storage 4 when necessary, and overlaid and displayed, or blended with a background and displayed, on a screen of a display unit 7.

Reference numeral 8 in FIG. [8] 1 denotes an automatically displaying process stage of "the service additional information" while a golf relay program is broadcasted, where the user can refer to a present score of an appearing player by operating a remote controller, display [analytic] an analytic video of a swing of the player, or display detailed information of a golf club used in the game, independently from the program being now broadcasted.

**IN THE CLAIMS**

Please rewrite the claims as follows.

***Clean Copy of Rewritten Claims***

1 (Amended). A method for issuing a coupon in a broadcasting system including a center and at least one information broadcast receiving terminal apparatus, comprising the steps of:

providing a service providing apparatus in said center;

configuring contents data of services of each of various programs with at least one of video information, sound information and character information, said at least one of video information, sound information and character information being transmitted by a broadcasting means;

providing service additional information in which information relating to said services is described as attribute information;

broadcasting said contents data of said services and said service additional information as data of each of said various programs from said service providing apparatus;

receiving said contents data of said services and said service additional information by said information broadcast receiving terminal apparatus of a viewer and accumulating the same in

said information broadcast receiving terminal apparatus;

regenerating at least one of said contents data of said services and said service additional information received by said information broadcast receiving terminal apparatus to provide additional services on the basis of said service additional information when said viewer views said programs;

20        broadcasting coupon indirect information used to issue a coupon corresponding to one of the contents data of said services only upon performance of at least one predetermined operation respectively corresponding to said coupon indirect information, said coupon indirect information including said coupon while the coupon is incapable of use and alone being incapable of use for issuing said coupon;

25        receiving said coupon indirect information by said information broadcast receiving terminal apparatus and accumulating the same therein; and

      decoding said coupon indirect information upon performance at the information broadcast receiving terminal apparatus of the predetermined operation corresponding to the coupon indirect information, so as to issue a coupon which is capable of use.

2 (Amended). The method of issuing a coupon according to claim 1, wherein said coupon indirect information includes at least one piece of information corresponding to at least one of the contents data of the services which can issue a coupon, and, when said at least one of the contents data of the services is regenerated so as to be displayed by the regeneration

5 step in the information broadcast receiving terminal apparatus, in a case where the coupon indirect information corresponding to the at least one of the contents data of the services is accumulated, said decoding step decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

3 (Amended). The method of issuing a coupon according to claim 1, wherein said services include a direct mail service, said contents data receiving step has a step of receiving a content data of said direct mail service broadcasted by the broadcasting step from said center, said coupon indirect information includes at least one piece of information corresponding to the direct mail service which can issue a coupon, and wherein, when said content data of the direct mail service is regenerated so as to be displayed by the regeneration step in the information broadcast receiving terminal apparatus, in a case where the coupon indirect information corresponding to the content data of the direct mail service is accumulated, said decoding step decodes the coupon indirect information according to the  
10 regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

4 (Amended). The method of issuing a coupon according to claim 1, wherein an arbitrary coupon code is given to the coupon, and said decoding step has a step of publishing the coupon code in media other than broadcast so as to notify the coupon code to said viewer, a step of inputting the coupon code into the information broadcast receiving terminal apparatus by said viewer and a step of decoding the coupon indirect information by using the inputted coupon code so as to issue said coupon.

5 (Amended). The method of issuing a coupon according to claim 1, wherein said contents data broadcasting step has a step of simultaneously broadcasting a coupon code for decoding the coupon indirect information in addition to the contents data of said services and said service additional information from said service providing apparatus, said coupon indirect information receiving step has a step of simultaneously receiving said coupon code in addition to the coupon indirect information and wherein said decoding step has a step of decoding the coupon indirect information by using the received coupon code so as to issue said coupon.

8 (Amended). The method of issuing a coupon according to claim 1, wherein said information broadcast receiving terminal apparatus has a remote controller to which an

identification number used to identify at least a dealer is given to issue or handle said coupon,  
and said identification number transmitted from said remote controller is used as a coupon  
5 code to issue said coupon or to vary an amount to be discounted.

12 (Amended). The method of issuing a coupon according to claim 1, wherein in a  
pay-per-view service, a coupon is designated when said pay-per-view service is used,  
whereby an amount corresponding to said coupon is reduced in a charge.

13 (Amended) The method of issuing a coupon according to claim 12, wherein a use  
of said pay-per-view service corresponding to a coupon is reserved by using of said coupon  
by said viewer.

16 (Amended). The method of issuing a coupon according to claim 11, wherein said  
coupon includes address information of an issuer of said coupon, and personal information of  
said viewer is notified to said issuer of said coupon when said viewer uses said coupon.

17 (Amended). The method of issuing a coupon according to claim 1, wherein said  
information broadcast receiving terminal apparatus is connected to said center over a  
telephone line, further comprising the steps of:



5 accumulating in the information broadcast receiving terminal apparatus information relating to a use record of said viewer;

adding an amount corresponding to a coupon to be broadcasted to said use record of said viewer;

transmitting by the information broadcast receiving terminal apparatus of said viewer a request thereof, a destination of said coupon, a type of said coupon and an amount of said coupon to said center over the telephone line;

broadcasting by said service providing apparatus in said center a coupon indirect information in response to said request of said viewer, said coupon indirect information corresponding to the request of said viewer;

receiving by the information broadcast information terminal apparatus the transmitted coupon indirect information;

judging by the information broadcast information terminal apparatus whether said coupon indirect information is addressed to itself or not; and

decoding, in the case where said coupon indirect information is addressed to itself, the coupon indirect information so as to issue said coupon.

19 (Amended). The method of issuing a coupon according to claim 1, wherein said broadcasting step has a step of broadcasting said coupon indirect information corresponding

to a broadcast program, further comprising a step of simultaneously broadcasting the  
broadcast program and the coupon code used to issue the coupon corresponding to the  
5 broadcast program; and

receiving in the information broadcast receiving terminal apparatus the broadcasted  
broadcast program and the coupon code to confirm whether said coupon is issued in said  
information broadcast receiving terminal apparatus to research a view record of said broadcast  
program.

22 (Amended). An information broadcast receiving terminal apparatus used in a  
broadcasting system including a center and said information broadcasting receiving terminal  
apparatus comprising:

a receiving unit for receiving contents data of services of each of various programs,  
5 service additional information and coupon indirect information used to issue a coupon  
corresponding to one of the contents data of said services,

said contents data and service information being broadcasted from the center as data  
of each of various programs,

said contents data of services of each of various programs being made by the center,  
10 said contents data being configured with at least one of video information, sound

information and character information, said at least one of video information, sound information and character information being transmitted by a broadcasting means;

said service additional information being made by the center;

said coupon indirect information in the service additional information including said

15 coupon while the coupon is incapable of use corresponding to a predetermined operation for allowing use of the coupon indirect information and being incapable of use alone for issuing said coupon;

a storing unit for storing said received contents data of services and service additional information;

20 an information managing unit for asynchronously managing said contents data of services and said service additional information stored in the storing unit;

a regenerating unit for reading out at least one of said contents data of said services and said service additional information stored in said storing unit at an arbitrary timing so as to regenerate them;

25 an accumulating unit for accumulating the received coupon indirect information; and

a decoding unit operated in the information broadcast receiving terminal apparatus upon performance of the predetermined operation corresponding to the coupon indirect information for decoding said coupon indirect information so as to issue a coupon which is capable of use.

31 (New). The method of issuing a coupon according to claim 19, wherein when the view record of said broadcast program is researched, classification information included in said coupon indirect information is specified to certain contents so that coupons are classified.

32 (New). The method of issuing a coupon according to claim 31, wherein said classification information included in said coupon indirect information is specified to information of a sponsor providing said broadcast program, thereby classifying coupons.

33 (New). The information broadcast receiving terminal apparatus according to claim 22, wherein said coupon indirect information includes at least one piece of information corresponding to at least one of the contents data of the services which can issue a coupon, and further comprising, when said at least one of the contents data of the services is regenerated so as to be displayed by the regeneration unit, in a case where the coupon indirect information corresponding to the at least one of the contents data of the services is accumulated in the accumulating unit, said decoding unit decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

[illegible][illegible]

36 (New). The information broadcast receiving terminal apparatus according to claim 22 further comprising a viewer information accumulating unit for accumulating information about the viewer, and a controlling unit for judging whether the coupon information is notified to the viewer or a coupon is issued on the basis of the viewer information.

37 (New) The information broadcast receiving terminal apparatus according to claim 35 further comprising a remote controller used to input the coupon code.

38 (New). The information broadcast receiving terminal apparatus according to claim 37, wherein an identification number for identifying the viewer or a dealer is given to said remote controller.

39 (New). The information broadcast receiving terminal apparatus according to claim 38, wherein said decoding unit has a function for decrypting the identification number transmitted from the remote controller as the coupon code to issue the coupon, and a function for varying a subtraction value on the basis of the identification number, said subtraction value being subtracted when the coupon is used.

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40 (New). The information broadcast receiving terminal apparatus according to claim 38, wherein the identification number is stored in an IC card.

41 (New). The method of issuing a coupon according to claim 1, wherein said coupon corresponds to an additional service provided by the broadcasting system.

42 (New). The method of issuing a coupon according to claim 31, comprising the further steps of transmitting the issued coupon from the broadcast receiving terminal apparatus to said service providing apparatus of said center and providing said additional service to the broadcast receiving terminal apparatus.

***Marked Copy of Rewritten Claims***

1 (Amended). A method for issuing a coupon in a broadcasting system including a center and at least one information broadcast receiving terminal apparatus, comprising the steps of:

providing a service providing apparatus in said center;

5 configuring contents data of services of each of various programs [configured] with at least one of video information, sound information[,] and character information, said at least one of video information, sound information and character information being [and the like] transmitted by a broadcasting means[.];

[and] providing service additional information in which information relating to said services is described as attribute information;

broadcasting said contents data of said services and said service additional information as data of each of said various programs from said service providing apparatus;

receiving said contents data of said services and said service additional information by said information broadcast receiving terminal apparatus of a viewer and accumulating the  
15 same in said information broadcast receiving terminal apparatus;

regenerating at least one of said contents data of said services [or] and said service additional information received by said information broadcast receiving terminal apparatus to



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provide additional services on the basis of said service additional information when said viewer views said programs;

20           broadcasting coupon indirect information used to issue a coupon [as said contents data of] corresponding to one of the contents data of said services only upon performance of at least one predetermined operation respectively corresponding to said coupon indirect information, [from said service providing apparatus of said center; and] said coupon indirect information including said coupon while the coupon is incapable of use and alone being incapable of use for issuing said coupon;

          receiving [and accumulating] said coupon indirect information by said information broadcast receiving terminal apparatus and accumulating the same [in said information broadcast receiving terminal apparatus, thereby issuing said coupon] therein; and

decoding said coupon indirect information upon performance at the information  
30   broadcast receiving terminal apparatus of the predetermined operation corresponding to the coupon indirect information, so as to issue a coupon which is capable of use.

2 (Amended). The method of issuing a coupon according to claim 1, wherein [if] said coupon indirect information includes [one or more pieces of] at least one piece of information corresponding to [a] at least one of the contents data of the [service] services which can issue a coupon, and, when said [coupon indirect information corresponding to an arbitrary services

5 is accumulated in a storing unit of said information broadcast receiving terminal apparatus when said service is broadcasted and displayed, or regenerated from said storing unit and displayed, coupon information is notified] at least one of the contents data of the services is regenerated so as to be displayed by the regeneration step in the information broadcast receiving terminal apparatus, in a case where the coupon indirect information corresponding  
10 to the at least one of the contents data of the services is accumulated, said decoding step decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

3 (Amended). The method of issuing a coupon according to claim 1, wherein said [information broadcast receiving terminal apparatus has a function of receiving] services include a direct mail [broadcasted from said center] service, [if said coupon indirect information includes one or more pieces of information corresponding to a direct mail which  
5 can issue a coupon, and arbitrary direct mail is accumulated in a storing unit in said information broadcast receiving terminal apparatus when said direct mail is broadcasted and displayed, or regenerated from said storing unit and displayed, coupon information is notified]  
said contents data receiving step has a step of receiving a content data of said direct mail service broadcasted by the broadcasting step from said center, said coupon indirect  
10 information includes at least one piece of information corresponding to the direct mail service

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which can issue a coupon, and wherein, when said content data of the direct mail service is regenerated so as to be displayed by the regeneration step in the information broadcast receiving terminal apparatus, in a case where the coupon indirect information corresponding to the content data of the direct mail service is accumulated, said decoding step decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

4 (Amended). The method of issuing a coupon according to claim 1, wherein an arbitrary coupon code is given to [a] the coupon, and said [coupon code is published in media other than broadcast to be notified to said viewer,] decoding step has a step of publishing the coupon code in media other than broadcast so as to notify the coupon code to said viewer, [said coupon is issued by inputting said coupon code into said information broadcast receiving terminal apparatus by said viewer.] a step of inputting the coupon code into the information broadcast receiving terminal apparatus by said viewer and a step of decoding the coupon indirect information by using the inputted coupon code so as to issue said coupon.

5 (Amended). The method of issuing a coupon according to claim 1, wherein [when an arbitrary service is broadcasted, a coupon code for issuing a coupon on the basis of coupon indirect information corresponding to said service I broadcasted simultaneously, said

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information broadcast receiving terminal apparatus receives said service along with said  
5 coupon code corresponding to said service to issue said coupon.] said contents data  
broadcasting step has a step of simultaneously broadcasting a coupon code for decoding the  
coupon indirect information in addition to the contents data of said services and said service  
additional information from said service providing apparatus, said coupon indirect  
information receiving step has a step of simultaneously receiving said coupon code in addition  
to the coupon indirect information and wherein said decoding step has a step of decoding the  
coupon indirect information by using the received coupon code so as to issue said coupon.

8 (Amended). The method of issuing a coupon according to claim 1, wherein said  
information broadcast receiving terminal apparatus has a remote controller to which an  
identification number used to identify at least a dealer [or the like] is given to issue or handle  
said coupon, and said identification number transmitted from said remote controller is used as  
5 a coupon code to issue said coupon or to vary an amount to be discounted.

12 (Amended). The method of issuing a coupon according to claim 1, wherein in a  
[paper view] pay-per-view service, a coupon is designated when said [paper view] pay-per-  
view service is used, whereby an amount corresponding to said coupon is reduced in a charge.

13 (Amended) The method of issuing a coupon according to claim 12, wherein a use of said [paper view] pay-per-view service corresponding to a coupon is reserved by using of said coupon by said viewer.

16 (Amended). The method of issuing a coupon according to claim 11, wherein said coupon includes address information of an issuer of said coupon, and personal information [and the like] of said viewer is notified to said issuer of said coupon when said viewer uses said coupon.

17 (Amended). The method of issuing a coupon according to claim 1, wherein said information broadcast receiving terminal apparatus is connected to said center over a telephone line, [said information broadcast receiving terminal apparatus of said viewer transmits a request of said viewer to said center over said telephone line, whereas said service providing apparatus in said center broadcasts arbitrary coupon indirect information in response to said request of said viewer;] further comprising the steps of:

[said information broadcast receiving terminal apparatus accumulates information relating to a use of record of said viewer,] accumulating in the information broadcast receiving terminal apparatus information relating to a use record of said viewer;

10 [adds an amount corresponding to a coupon to be broadcasted to said use record of said viewer when transmitting said request of said viewer,] adding an amount corresponding to a coupon to be broadcasted to said use record of said viewer;

transmitting by the information broadcast receiving terminal apparatus of said viewer a request thereof, a destination of said coupon, a type of said coupon and an amount of said coupon to said center over the telephone line;

[and request said center to broadcast coupon indirect information along with information relating to information of a destination of said coupon,] broadcasting by said service providing apparatus in said center a coupon indirect information in response to said request of said viewer, said coupon indirect information corresponding to the request of said viewer;

[said service providing apparatus broadcasts said coupon indirect information in response to said request of said viewer,] receiving by the information broadcast information terminal apparatus the transmitted coupon indirect information;

[said information broadcast receiving terminal apparatus receiving said information  
25 broadcast receiving terminal apparatus receiving said coupon indirect information judges whether said coupon indirect information is addressed to itself or not,] judging by the information broadcast information terminal apparatus whether said coupon indirect information is addressed to itself or not; and

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[and issues said coupon if said coupon indirect information is addressed to itself.]

30 decoding, in the case where said coupon indirect information is addressed to itself, the coupon indirect information so as to issue said coupon.

19 (Amended). The method of issuing a coupon according to claim 1, wherein said [center broadcasts said coupon indirect information corresponding to a broadcast program,] broadcasting step has a step of broadcasting said coupon indirect information corresponding to a broadcast program, further comprising a step of simultaneously broadcasting the broadcast program and the coupon code used to issue the coupon corresponding to the broadcast program; and

[thereby confirming whether said coupon is issued in said information broadcast receiving terminal apparatus to research a view record of said broadcast program.] receiving in the information broadcast receiving terminal apparatus the broadcasted broadcast program  
10 and the coupon code to confirm whether said coupon is issued in said information broadcast receiving terminal apparatus to research a view record of said broadcast program.

22 (Amended). An information broadcast receiving terminal apparatus used in a broadcasting system including a center and said information broadcasting receiving terminal apparatus comprising:

a receiving unit for receiving contents data of services of each of various programs,  
5 [and] service additional information [broadcasted as data of each of various program from a  
service providing apparatus provided in said center,] and coupon indirect information used to  
issue a coupon corresponding to one of the contents data of said services, said contents data  
and service information being broadcasted from the center as data of each of various  
programs;

10 said contents data of services of each of various programs being made by the center,  
said contents data being configured with at least one of video information, sound  
information[,] and character information, said at least one of video information, sound  
information and character information being [and the like to be] transmitted by [from] a  
broadcasting means [of said center];

[and said service additional information being described therein information relating  
to said services as attribute information, said contents data of services and said services  
additional information being made in said center;] said service additional information being  
made by the center;

20 said coupon indirect information in the service additional information including said  
coupon while the coupon is incapable of use corresponding to a predetermined operation for  
allowing use of the coupon indirect information and being incapable of use alone for issuing  
said coupon;

a storing unit for storing said received contents data of services and [said] service  
additional information [received by said receiving unit ];



25 an information managing unit for asynchronously managing said contents data of services and said service additional information stored in [said] the storing unit [separately from each other];

a regenerating unit for reading out at least one of said contents data of said services and said service additional information stored in said storing unit at an arbitrary timing so as  
30 to regenerate them;

[a coupon indirect information accumulating unit for accumulating coupon indirect information broadcasted data as information used to issue a coupon as said contents data of services received from said service providing apparatus of said center by said receiving unit;]  
an accumulating unit for accumulating the received coupon indirect information; and

[an issuing unit for issuing said coupon on the basis of said coupon indirect information accumulated in said coupon indirect information accumulating unit] a decoding unit operated in the information broadcast receiving terminal apparatus upon performance of the predetermined operation corresponding to the coupon indirect information for decoding said coupon indirect information so as to issue a coupon which is capable of use.

**REMARKS**

The foregoing amendment places the claims in conformity with the claims of the parent application, as follows.

Claims 1 and 22 are amended as provided in the amendment filed July 13, 2001 in the parent application, but not entered. The present amendment incorporates the prior amendment of November, 2000. The remaining claims are amended in accordance with the amendment thereof filed November, 2000.

Additionally, claims 20-21 and 23-30 had been cancelled upon filing the present application. New claims 31-32 correspond to claims 20-21, and new claims 33-40 correspond to claims 23-30, as amended November, 2000. Finally, new claims 41-42 correspond to new claims 31-32 as filed in the parent application on November, 2000.

Examination of the claims, including the amendment originally filed July 13, 2001 in the parent application, is in order and the same is respectfully solicited. For reasons set forth therein, it is courteously submitted that the application is in condition for allowance and an early indication of the same is courteously solicited.

Respectfully submitted,

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